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ABSTRACT

This report contains results of a survey at Bronx Community College (New York) that queried career placement counselors on how their field had changed over the past 5 years and what changes they foresaw for the future. Questions were open-ended and directed toward identifying problems and shifts in career planning and placement. More than half of those who responded cited the introduction of new technology, such as fax machines, computerized production of resumes, computerized guidance systems, and job banks, as the greatest change in the field. Other changes named included a greater demand for services, an increasing diversity of the population being served, a change in the focus of career placement to include more comprehensive services, and a change in the economy, which has resulted in downsizing and a reduction in college recruiting. The single greatest problem facing the career placement field over the next several years was overwhelmingly thought to be budget and staffing constraints, compounded by increased demand for services. Also mentioned was the changing structure of jobs that demand complex and technical skills. Appended is the survey, with charts illustrating the answers. (EMH)

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# BRONX COMMUNITY COLLEGE
# COLLEGE DISCOVERY and
# COUNSELING SERVICES UNITS

## CAREER AND PLACEMENT SERVICES SURVEY

**Shirley H. Smith, Ph.D. - Director**

**Deon Yorke - Research Assistant**

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# BRONX COMMUNITY COLLEGE
# COLLEGE DISCOVERY and
# COUNSELING SERVICES UNITS

## CAREER AND PLACEMENT SERVICES SURVEY

**Shirley H. Smith, Ph.D. - Director**

**Deon Yorke - Research Assistant**

**Participants:**

| | |
|---|---|
| Marion Adeyanju | Elena Martin |
| Joseph Bacote | Denese Purcell |
| Warren Baron | Terry Qiuros |
| Roberta Barnette | Nelson Reynoso |
| Cassandra Bellabe | Edwin Rodriquez |
| Edenes Delgado | Victor Rodriquez |
| Patrick Delices | Michael Roggow |
| Rebecca Encarnacion | Emilio Santa Rita |
| Keith Grant | Erica King-Toler |
| Millie Hermina | Aisha Wahhab |

**Total: 20**

## Trends in career planning and placement for

## Bronx 2000

The survey asked counselors a series of open-ended questions directed toward identifying problems, changes, or projected changes in career planning and placement. Specifically, counselors were asked to comment on how the field had changed over the past five years and what changes they foresaw for the future.

### Changes in career planning & placement over the past five years

More than half of those who responded cited the proliferation of technology as the greatest change in the career planning and placement field over the past five years. They referred to the increased used of fax machines, computerized production of resumes, computerized guidance systems, and job banks, in particular. As one respondent put it, the use of computerized resources and data bases puts offices without computers "way behind."

Other changes cited frequently included the greater demand for services and the increasing diversity of the population being served; the change in the focus of career planning and placement -- from placement to more comprehensive career services; and the change in the economy, which has resulted in downsizing, mergers, and a reduction in college recruiting.

## Changes in college students over the past five years

The most frequently given response to the question on how students had changed over the past five years was the increased diversity of the student body -- more Hispanic monolingual students, more older students and career changers.

A number of counselors used the term "Generation X." Many more, while not using the actual term, did use the descriptions that define the term: a need for personal contact; a preference for concrete, specific information; and a preference for keeping options open and postponing commitments.

Most counselors thought today's students were more conservative; a few thought they were less conservative. Most thought today's students had a sense of entitlement, that they deserved high-paying jobs and wanted them immediately, that they were not willing to pay their dues and begin with entry-level jobs. A few counselors thought today's students were more realistic and realized they would have to start out in entry-level positions.

Counselors were spilt on almost all other issues. Some thought today's students were more career-oriented; others thought they were less so. Some thought today's students were more willing to relocate; others thought they were less so, particularly older students with families. Some thought more students were going on to senior colleges; others thought more students were passing up senior college to get a job right away because of financial pressures.

## Changes in career planning and placement over the next several years

The greatest change that career planning and placement counselors will have to make over the next several years is doing more with less. Some counselors are worried about how they will maintain present programs and services as they face budget reductions and staffing outs. For most, however, maintenance isn't the problem. They see increase demand for their services and believe they will be held more accountable for those services, despite budget and staffing cuts.

With fewer employers recruiting on campus, more students will be demanding assistance from the career planning and placement office. And increasingly they will be nontraditional students – alumni, older students, career changers, monolingual Hispanic students, part-time students, disabled students, and international students.

How will they cope with the increased work load? Most see automation as the best way to increase their efficacy. They expect to look for alternatives to on-campus recruitment, like career fairs, consortium events, more experiential education programs, and more electronic recruiting through the web. Funding remains a concern; some counselors are looking for alternate sources of funding, while others expect to begin "charging fees" for services.

## Most important aspect of career planning & placement

Counselors were asked what they considered the single most important thing their office did or should do to assist college students in making the transition to the world of work. Some counselors stressed some aspect more than others, but their answers in aggregate basically amounted to a comprehensive career services program.

First, they stressed career counseling, with more than half of those specifying one-on-one counseling. As one counselor put it, "in-depth, individualized counseling is still the most important service we offer." Such counseling included self-assessment, career exploration, and decision-making skills offered through a course.

Also, counselors indicated the need to provide students with "reality checks"--helping students set realistic goals and time frames. They stressed the importance of experiential education programs to introduce students to the realities of the workplace.

The career service they cited most frequently was teaching students the process, strategies, and techniques of the job search. Many pointed out that these were skills students would need throughout their working lives.

## Greatest problem facing career planning and placement

The last question asked counselors what they saw as the single greatest problem facing career planning and placement over the next several years. Overwhelmingly they pointed to budget and staffing constraints, compounded by increased demand for services. The next most frequently cited problem was the changing structure of jobs that demand complex and highly technical skills. There is the clear imperative that the college must prepare students for such complex and technical jobs.

## APPENDIX
## CAREER PLANNING AND PLACEMENT SURVEY RESULTS

1. What, in your judgment, have been the greatest changes in career planning/placement over the past five years? Select three (3) order your choices according to the following scale:

   1. = 1st greatest of changes in career planning/placement over the past five years.

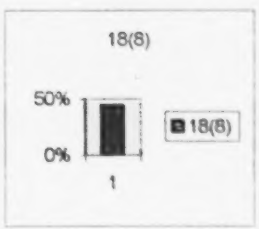
   2. = 2nd greatest of changes in career planning/placement over the past five years.

   3. = 3rd greatest of changes in career planning/placement over the past five years.

a) Use of computer technology to assist in career counseling and placement functions.

**FIRST**

18(8)
44%




**SECOND**

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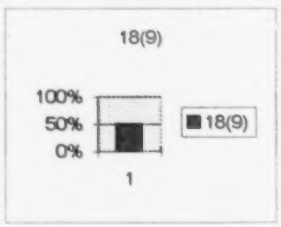


**THIRD**

18(1)
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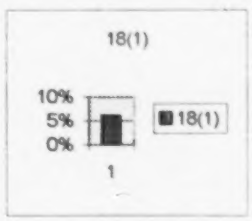
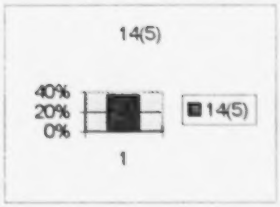



b) On-line services in the Internet to develop network of job sources.

14(5)
36%

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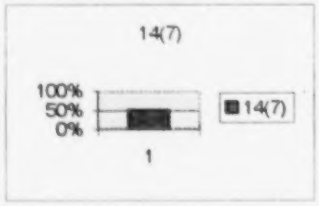


14(2)
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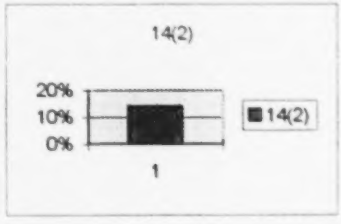
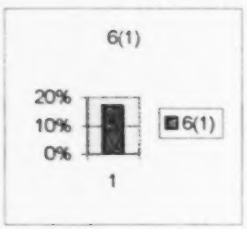


c) Insuring that students are reemployment ready and know how to get their own jobs.

**FIRST**

6(1)

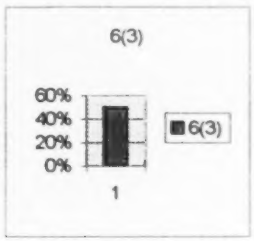
17%




**SECOND**

6(3)

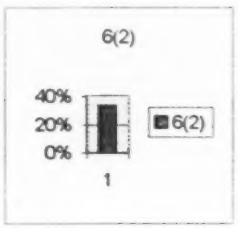
50%




**THIRD**

6(2)

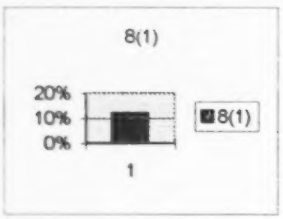
33%




d) Shift of focus from placement to more comprehensive career services.

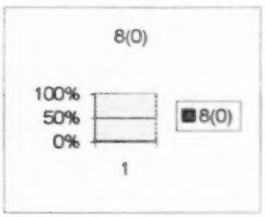
8(1)

12%




8(0)

0%




8(7)

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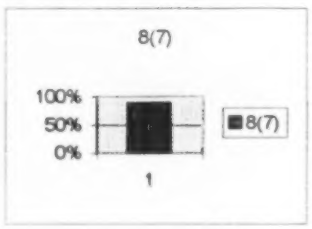
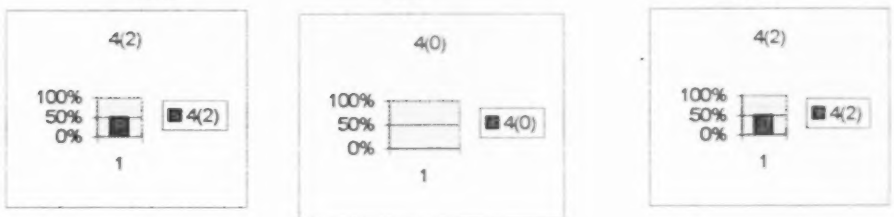


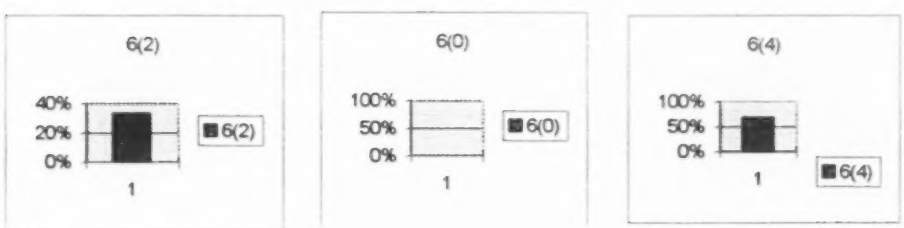
e) More emphasis placed on experiential learning, I.e. work experience in addition to the classroom setting.

| FIRST | SECOND | THIRD |
|---|---|---|
| 4(2) | 4(0) | 4(2) |
| 50% | 0% | 50% |




f) Students are interested in actual jobs, not exploring career.

| | | |
|---|---|---|
| 6(2) | 6(0) | 6(4) |
| 33% | 0% | 67% |




g) ADD YOUR OWN: "Much emphasis is placed on developing resume, job availability seems scarce."

"More of a proactive role in engaging students in career development/study skills and counseling."

"Diversity in the workplace in terms of ability to speak more than one language, telecommuting, flex time, relocation, etc.,

"Courses designed to assist students with career options."

** The four participants who voiced their own opinion above, made this their **fourth** choice.

2. What, in your judgment, have been the greatest changes in college students over the past five years? Select three (3) and rank-order your choices according to the following scale:

1 = 1st greatest of changes in college students over the past five years.

2 = 2nd greatest of changes in college students over the past five years.

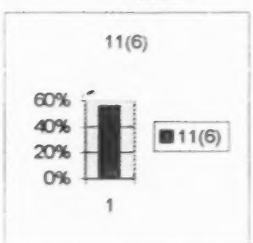
3 = 3rd greatest of changes in college students over the past five years.

a) More job-oriented: where the jobs are and what they pay.

**FIRST**

11(6)

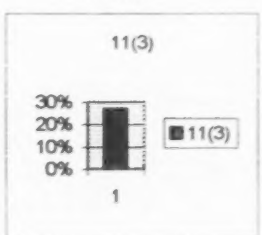
55%




**SECOND**

11(3)

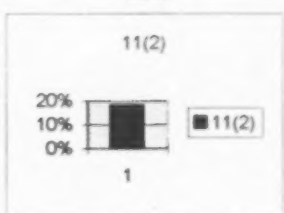
27%




**THIRD**

11(2)

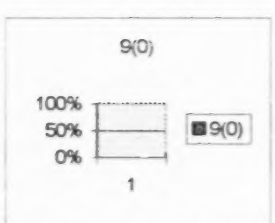
18%




b) More realistic: they have to pay their dues and begin in entry-level positions.

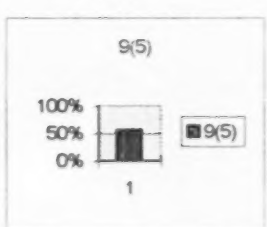
9(0)

0%




9(5)

56%




9(4)

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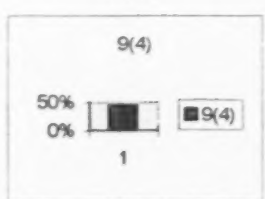
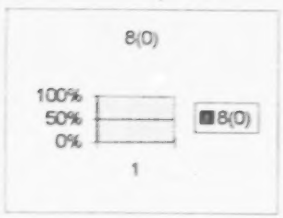
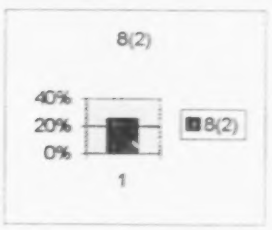
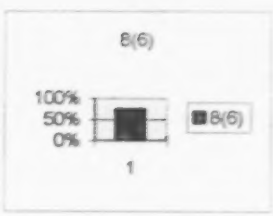


c) Less willing to put out much effort, poor ethic.

| FIRST | SECOND | THIRD |
|---|---|---|
| 8(0) | 8(2) | 8(6) |
| 0% | 25% | 75% |

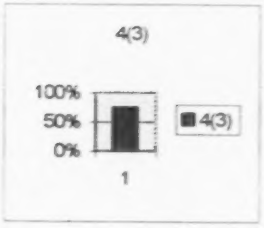


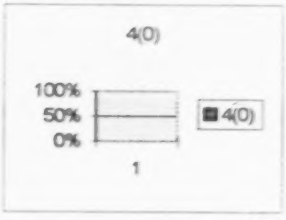



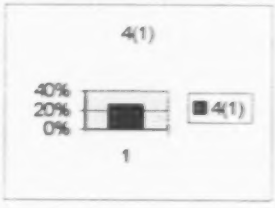




d) Possess greater self-direction regarding job readiness/placement.

| 4(3) | 4(0) | 4(1) |
|---|---|---|
| 75% | 0% | 25% |

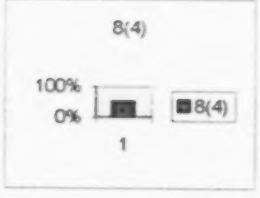


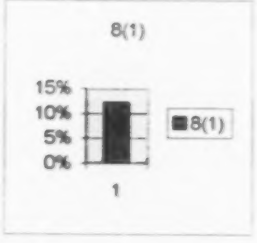



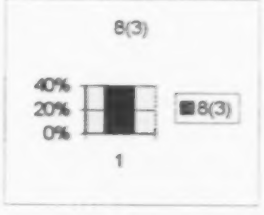




e) Demeanor, lack of maturity, lacking skills to do the job. Unrealistic salary expectations.

| 8(4) | 8(1) | 8(3) |
|---|---|---|
| 50% | 12% | 38% |

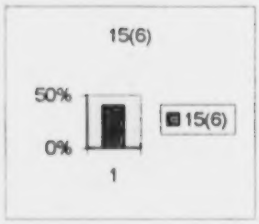


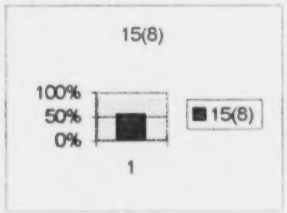



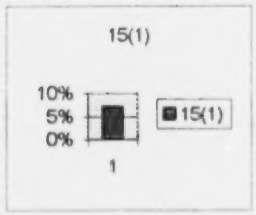



f) Cultural diversity of our college students.

| FIRST | SECOND | THIRD |
|---|---|---|
| 15(6) | 15(8) | 15(1) |
| 40% | 53% | 7% |




g) ADD YOUR OWN: "Has remained constant over the last several years. I have not seen significant changes in areas above."

"Students seem to have a greater need for employment whether they are self-supporting or dependent. Many have certain job skills,

"College students display a consumer attitude regarding college."

" Age of college students have increased: over 25 years group, mothers, foreign students, working students, students who support themselves, etc., "

**Of the four participants who voiced their own opinion, the first **3** comments were three participants **third** choice and the last comment was choice **4** for the other participant.

3. What, in your judgment, will be the greatest change that career/placement will have to make over the next several years? Select three (3) and rank-order your choices according to the following scale:

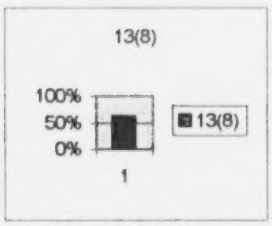
1 = 1st greatest change that career/placement will have to make over the next several years.

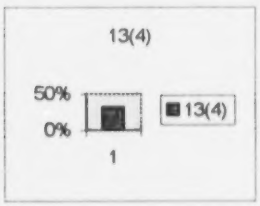
2 = 2nd greatest change that career/placement will have to make over the next several years.

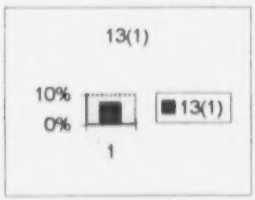
3 = 3rd greatest change that career/placement will have to make over the next several years.

a) Provide complete computerized services including terminals available for student use for resume forwarding, resume preparation, job listings computerized for self-help, employer data base, etc.

| FIRST | SECOND | THIRD |
|---|---|---|
| 13(8) | 13(4) | 13(1) |
| 62% | 31% | 7% |

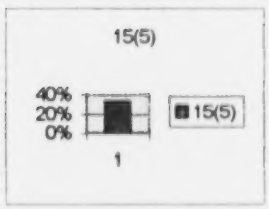


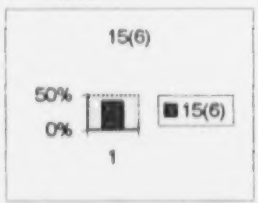



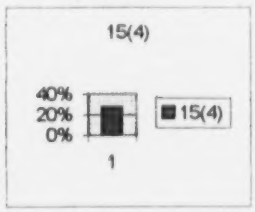




b) Continue to adapt to changes in technology. Keeping up with rapidly shifting job markets and helping students to be well prepared. It's like shooting at a moving target.

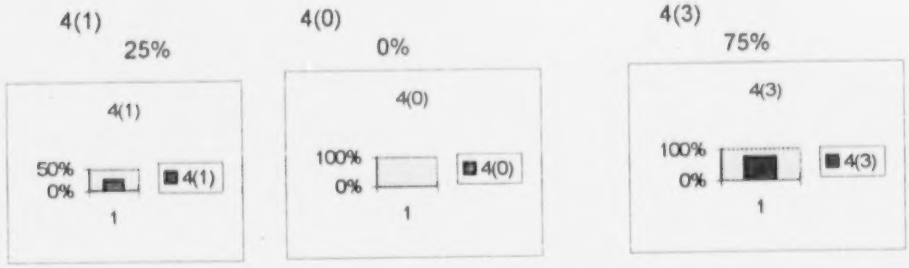
| FIRST | SECOND | THIRD |
|---|---|---|
| 15(5) | 15(6) | 15(4) |
| 33% | 40% | 27% |



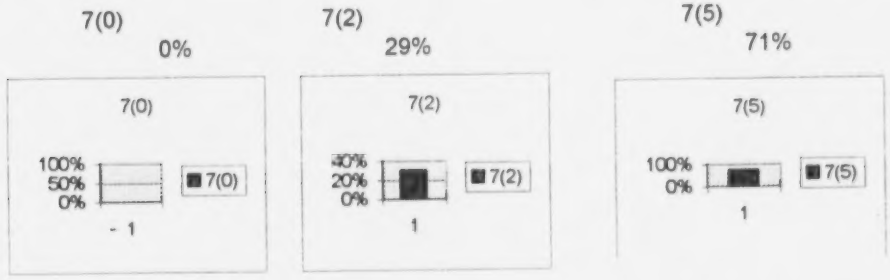



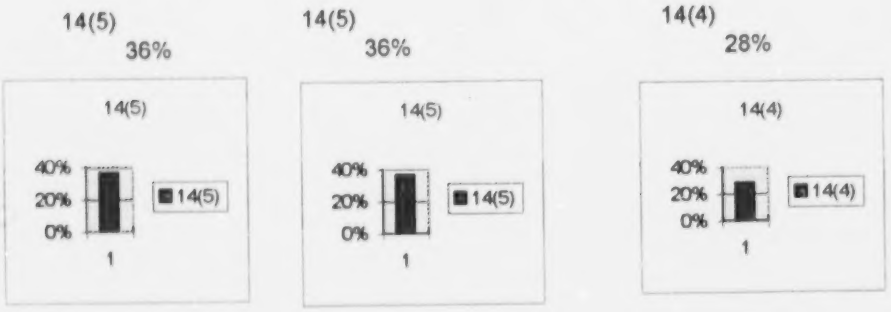
c) Increased accountability for actually "placing" students in jobs.




d) Bring more real jobs to campus departments. Job development will become first priority since work landscape is in constant change. Job banking will be the transition period for us.

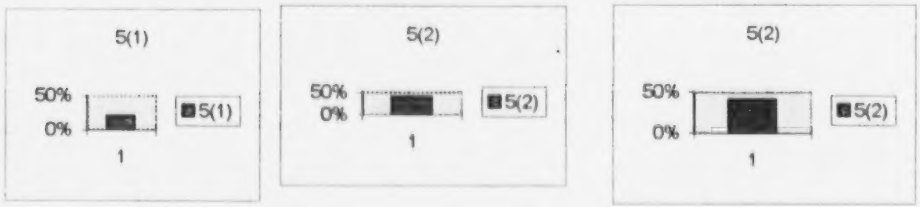



e) More attention paid in preparing students to conduct own job search. More information to to students on career alternatives to their major area due to decreases in hiring in some areas.



f) Work with employers; preach training and retraining; help employers to find trained students.

| FIRST | SECOND | THIRD |
|---|---|---|
| 5(1) | 5(2) | 5(2) |
| 20% | 40% | 40% |




g) ADD YOUR OWN: "This should commensurate with study skills workshops."

" And problem solving skills - surviving and thriving in an academic environment."

"Bring more professional's into the classroom's in which they will inform student first hand on what to expect on the job. (Professionals from different skills)."

* Of the two participants who voiced their own opinion above, one participant chose comments 1 and 2 as their **choices 2 and 3** and the other participant's comment was additional.

4. What do you consider the single most important thing your office does or should do to assist college students in making the transition to the world of work. Select three (3) and rank-order your choices according to the following scale:

1 = 1st single most important thing career/placement service should do to assist students in making the transition to the world of work.

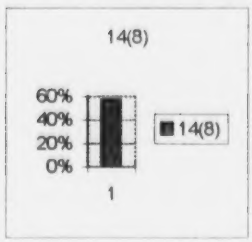
2 = 2nd single most important thing career/placement should do to assist students in making the transition to the world of work.

3 = 3rd single most important thing career/placement service should do to assist students in making the transition to the world of work.

a) One-to-one, in-depth counseling which includes self-assessment career exploration, and decision-making.

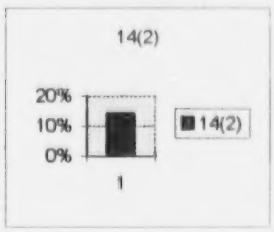
**FIRST**

14(8)
57%



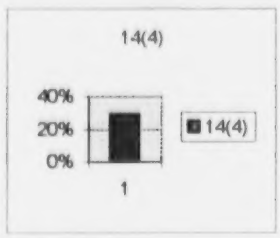

**SECOND**

14(2)
14%



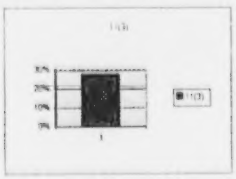

**THIRD**

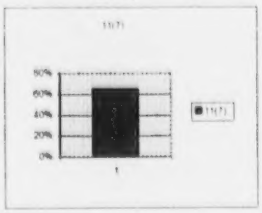
14(4)
29%

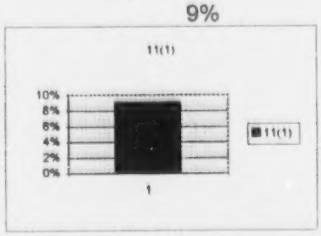


b) Career seminar, one-credit course which includes self-assessment, resumes, interviewing, job search, required of undecided students.

| FIRST | SECOND | THIRD |
|---|---|---|
| 11(3) | 11(7) | 11(1) |
| 27% | 64% | 9% |

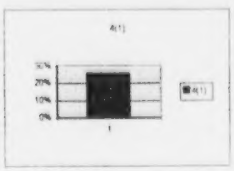


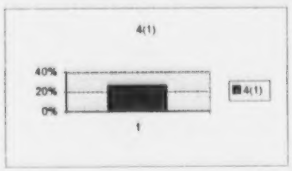


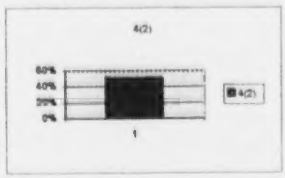



c) Stress part-time employment and co-op to introduce students to the realities of the workplace.

| | | |
|---|---|---|
| 4(1) | 4(1) | 4(2) |
| 25% | 25% | 50% |

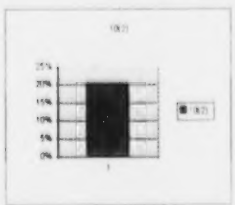


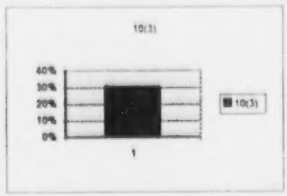


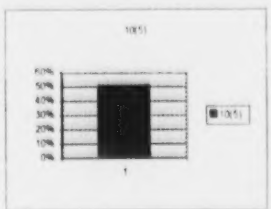




d) Provide students with "reality checks": helping students set realistic goals and time frames.

| | | |
|---|---|---|
| 10(2) | 10(3) | 10(5) |
| 20% | 30% | 50% |

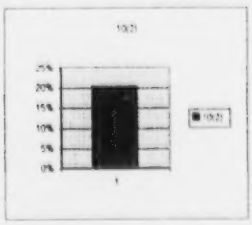




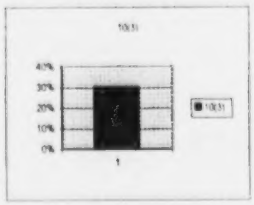



e) Provide resume workshops, allow students to have access to employers through job fairs, on-campus interviewing, job postings.

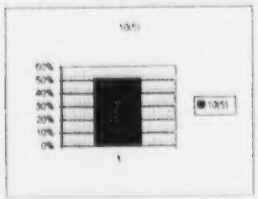
10(2) 20%



10(3) 30%

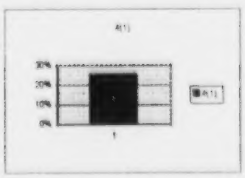


10(5) 50%

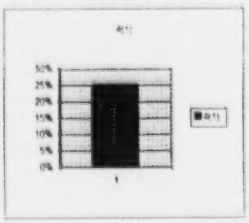


f) Teaching the processes, strategies, and techniques of the job search.

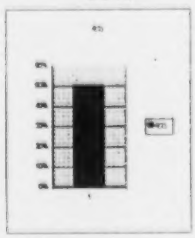
4(1) 25%



4(1) 25%



4(2) 50%



g) ADD YOUR OWN: " Self-esteem, self-confidence and positive mental attitude are things students should also have -continued assistance with developing."

**Only one participant responded with a personal statement. This was **additional** to the other three choices.

5. What do you see as the single greatest problem facing care/placement over the next several years? Select three (3) and rank-order your choices according to the following scale:

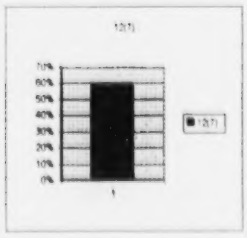
1 = 1st single greatest problem facing career/placement over the next several years.

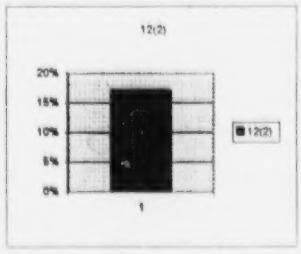
2 = 2nd single greatest problem facing career/placement over the next several years.

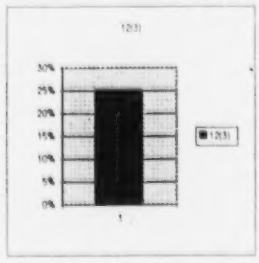
3 = 3rd single greatest problem facing career/placement over the next several years.

a) Shrinking fiscal resources which may reduce all services which are not regarded as "academic".

| FIRST | SECOND | THIRD |
|---|---|---|
| 12(7) | 12(2) | 12(3) |
| 58% | 17% | 25% |

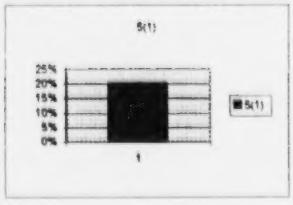


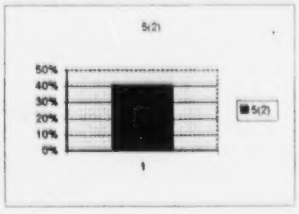



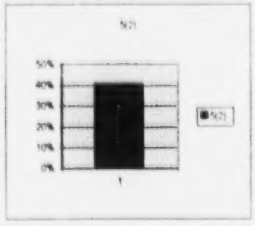




b) Fewer funds. More assignments without additional staff: "doing more with less."

| 5(1) | 5(2) | 5(2) |
|---|---|---|
| 20% | 40% | 40% |

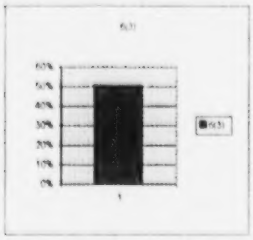


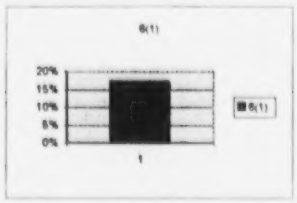



c) Developing jobs for students with limited English-speaking/English-writing abilities.

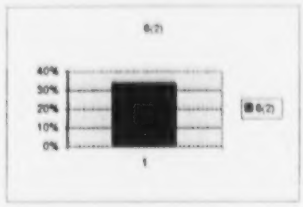
6(3) 50%



6(1) 17%

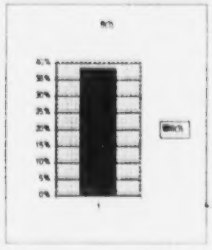


6(2) 33%

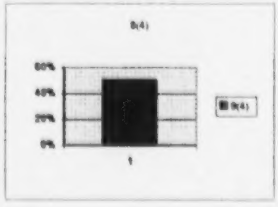


d) Marketing the importance of our mission to the administration, faculty, students.

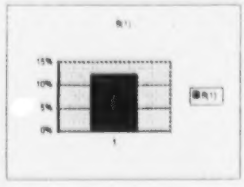
8(3) 38%



8(4) 50%

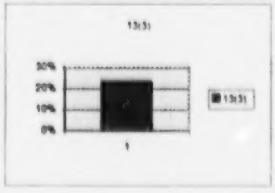


8(1) 12%

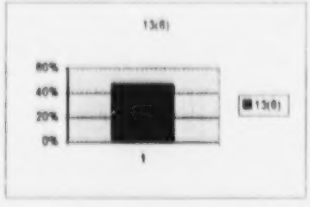


e) Adapting to changes in technology, keeping up with rapidly shifting job markets, and helping students to be well-prepared.

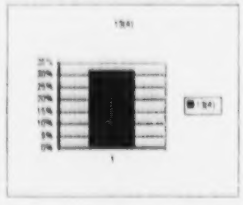
13(3) 23%



13(6) 46%

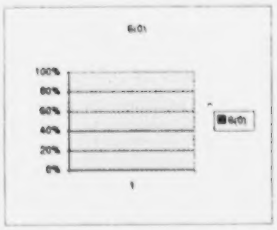


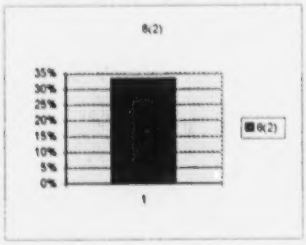
13(4) 31%

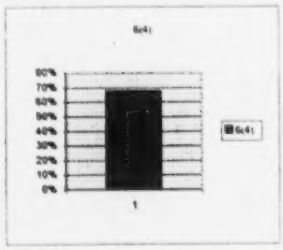


f) Lack of sufficient funds to purchase state-of-the-art computers for on-line job networking, job search, and job placement.

| FIRST | SECOND | THIRD |
|---|---|---|
| 6(0) | 6(2) | 6(4) |
| 0% | 33% | 67% |




g) ADD YOUR OWN: **No Comment.**